ORIGINAL
DEVILED
HAM
TRADE
MARK
UNDERWOOD'S
DEVILED
HAM
Try the Enclosed Receipts
..for..
Afternoon Teas, Receptions
and all
Similar Occasions.
They Will Please You.

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Wm. Underwood Co.
1902

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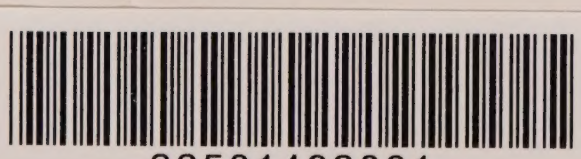
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" . . . Delicious are thy viands, O Ali Effendi; and because these are so, know I that thine hands are clean, thy heart pure, and that thy processes of admixture are beyond compare! . . . " — *Marsyas of Salonica.*

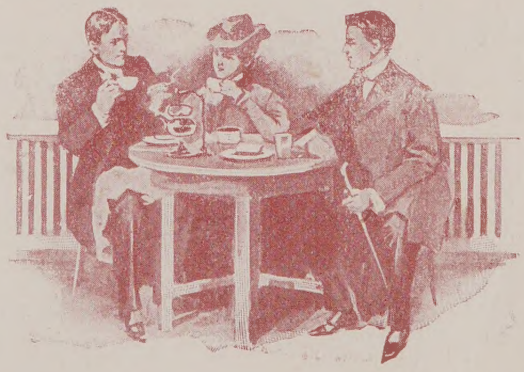
AT THE SIGN OF THE DEVIL

People are wisely particular in what they eat. The old gourmands only voiced the sentiment of the rest of mankind when they declared in favor of "clean-handed admixtures" of "delicious viands," and all the people say amen when it comes to purity in food processes.

People are learning that "the sign of the devil" stands for many excellent things. One of the greatest of these, if not indeed the foremost thing the devil may symbolize, is

Underwood's Deviled Ham

known to epicureans throughout the civilized world, and served everywhere in the leading hotels, clubs, restaurants and private residences, as well as at picnics, parties, afternoon teas, outing trips, and in every conceivable place and way that a quickly prepared bite is in order, a bite that is delicious, easily digested and exceedingly nutritious.



It was in 1822 that William Underwood conceived the deviling process of preparing ham with other ingredients. That the pro-

cess has been a success no one will question who is familiar with the wonderful growth of the business each year from that day up to the present time.

For over half a century the founder accorded the business his personal supervision, and so indelibly have the benefits of his wisdom been impressed on his successors that UNDERWOOD products shall ever continue to be known as emblems of purity and of quality, irrespective of cost of manufacture.

Striking evidences of UNDERWOOD superiority are constantly appearing. One of the most important is the continuous preference of the United States Government for these products.

In the army and navy, in this country and abroad, where a variety of dishes is frequently prepared only under most adverse circumstances, UNDERWOOD Deviled Meats are in constant use, and no article of food is served for so many different occasions, or in so many different ways or gives such universal satisfaction.

UNDERWOOD'S is the original DEVILED HAM, TONGUE, CHICKEN and TURKEY. All others are imitations. Imitation in name only, for of all the goods labelled and sold as potted or deviled meats, made as they are from the odds and ends of the packing house, under the beneficent influence of the poor food law, the vast majority could not masquerade as the proverbial wolf in sheep's clothing. The name DEVILED HAM originated with WILLIAM UNDERWOOD & Co., and we hold the copyright on the trade mark, which has been successfully defended by us all these years against infringers. To-day "UNDERWOOD" and "DEVILED MEATS" are synonymous and the very highest type of good things to eat.

FOR A LUNCH

at home, at school or at the office, for a hasty bite while on the links, for coaching, yachting, cycling, shooting or angling, there is absolutely nothing so easy to serve, so appetizing, satisfying and nourishing as

Underwood's Deviled Ham

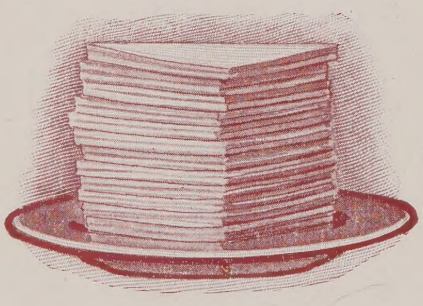
While it is of concentrated strength, hence quite hearty, it is as easily digested as the most delicate of foods, therefore superior to the ordinary cold lunch. It requires no cooking, no preparation, and a quarter pound can will make twelve

Delicious Sandwiches

Sandwiches

Spread the DEVILED HAM as if it were butter, on the cut end of a loaf of bread, which can then be sliced as thin as a wafer. Put two slices together and cut in fancy shapes if desired.

For variety, mix the DEVILED HAM with an equal bulk of hard-boiled eggs chopped fine; or put a lettuce leaf over the ham, or a layer of sliced cucumber, or chopped pickles, before putting the slices together.



FOR CAMPING OUT

where every inch of room is at a premium, you can easily tuck away several cans of

Underwood's Deviled Ham

You'll find it easy to carry, and the most appreciated food product in your kit, because it forms the base of so

many tempting dishes, just the kind of dishes, too, that lend enchantment to life in the woods. It can be prepared with cheese, eggs or vegetables in a variety of pleasing ways, and when served with freshly caught fish it becomes a most toothsome adjunct.

LATE AT NIGHT

upon returning from the theatre or a ball, when you have that all-gone sort of feeling, when just a bite of something will suffice, that something should be

Underwood's Deviled Ham

because you can eat it before retiring without sacrificing your night's rest, or if you prefer a hot mouthful you can quickly prepare with a chafing dish a delicious

Deviled Ham Rarebit

Deviled Ham Rarebit

Beat well three eggs, add a half cup of grated cheese and a half cup of DEVILED HAM, salt to taste. Stir together with one small cup of cream. Let thicken in double boiler and serve on toasted bread.

To most housewives "What to Eat" is a very perplexing problem.

Underwood's Deviled Ham

because of its adaptability to simple or elaborate dishes in almost endless variety, solves it.

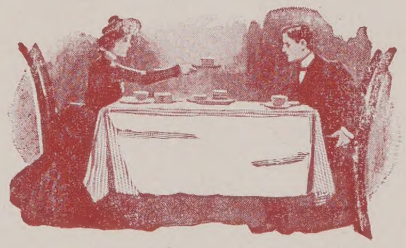
FOR BREAKFAST

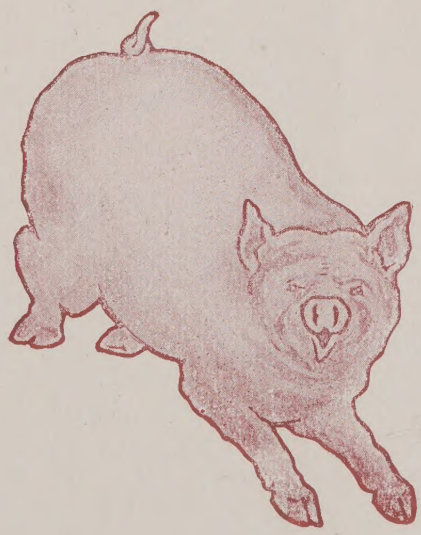
serve it with crisp, hot toast, and you make a satisfactory beginning of the day. Just salt enough to be appetizing, just sharp enough to be relished. Few things are better than a

Deviled Ham Omelette

Deviled Ham Omelette

Four yolks and whites beaten together. Add a saltspoonful of salt and two tablespoonfuls of water or milk. Warm two tablespoonfuls of DEVILED HAM by putting it in a cup set in a saucepan of hot water. Pour the omelette into a well-buttered frying-pan and cook as usual. When it is firm, but not dry, spread the warm HAM evenly over the surface, and roll or fold.





Some ways to use Underwood's Deviled Ham for Breakfast or Lunch

Omelette Soufflé

Put a teaspoonful of butter in a smooth frying-pan and place where it will warm gradually. Mix one rounding tablespoonful of DEVILED HAM with the yolks of three eggs and beat till smooth. Add one saltspoonful of salt and three tablespoonfuls of water. Beat the whites of three eggs till stiff, and fold them carefully into ham mixture. Let the butter spread evenly over the frying-pan, and when smoking hot, pour in the omelette. Cook carefully, let the upper surface dry off for a moment in the oven, fold, and serve at once.

Deviled Ham Toast

Soak one cupful of stale, not dried, bread crumbs in one half cupful of milk until soft. Then add two beaten eggs and two tablespoonfuls of DEVILED HAM. Mix thoroughly and fry by spoonfuls on a griddle. Serve plain, or with a poached egg on each portion.

Croquettes à la Underwood

Chop very fine, pieces of veal. To two parts veal take one part DEVILED HAM, one well-beaten egg and one half cup of milk. Salt to taste. Mix with fine cracker crumbs to a paste thick enough to knead into small croquettes. Fry quickly in hot lard after rolling in egg and crumbs. Serve with tomato sauce.

Stuffed Eggs

Cut hard boiled eggs in halves, mash the yolks smooth and add an equal bulk of DEVILED HAM. Season further if desired with a few drops of lemon juice or a spoonful of salad dressing. Shape in balls and fill the centres of the eggs again and press together, or place a ball the size of the yolk in each half of the white. These may be served on lettuce as a salad.

Eggs in Disguise

Make a paste with one cupful of fine white bread crumbs, one beaten egg, two tablespoonfuls of DEVILED HAM and one half cupful of milk, or enough to moisten. Line buttered cups with this, and drop an egg from its shell into the centre. Bake or steam until the eggs are firm — all the better if the yolk is hard. Loosen from the cup and turn each out on a small square of buttered toast. This quantity is sufficient for four to six eggs.

The following receipts are suggested as dainty additions to the Dinner Menu, or can be used as individual dishes for any occasion.

Little Red Devil Canapés

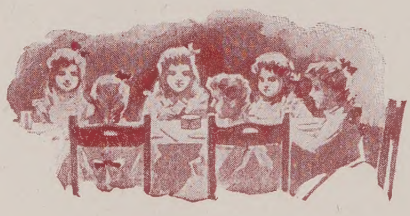
Make into a paste a breast of chicken and UNDERWOOD'S DEVILED HAM. Add a little finely grated cheese, and mustard, if desired. Spread the mixture on small pieces of toast and garnish with nasturtium seeds and the petals of the flowers. Serve after oysters.

Salad à la Red Devil

Chop together lettuce, celery and tomato. Make a dressing with one egg, one tablespoon of butter, one half cup vinegar. Salt, pepper and mustard to taste. When thickened by boiling, stir in two tablespoons of DEVILED HAM. Pour over the salad and serve on lettuce leaves.

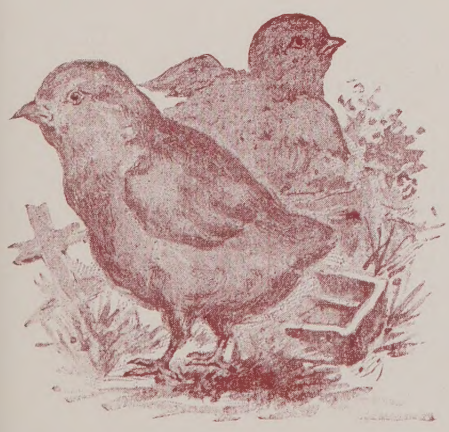
NOTE.—We will be pleased to receive from our lady friends new receipts for using UNDERWOOD'S DEVILED HAM, and will pay a liberal price for all that we accept.

WM. UNDERWOOD COMPANY.



It is false economy to "buy the cheapest." Every prudent, thrifty, successful housewife will testify that experience has taught the golden lesson that it is economy to "BUY THE BEST"—and that is UNDERWOOD'S.

DEVILED TURKEY AND CHICKEN



The simplest and easiest method of procuring turkey or chicken for your table is to buy

Underwood's Deviled Turkey or Chicken

These goods are prepared from the choicest selected fowl, such as Vermont turkeys and country-

fed chickens. And then only those portions of the meat are used which will produce the most palatable and nutritious morsel.

The preparation is conducted with scrupulous cleanliness and great care, while the highest grade spices, imported expressly for the purpose, are used in the seasoning. The result is an entremet of the highest character.

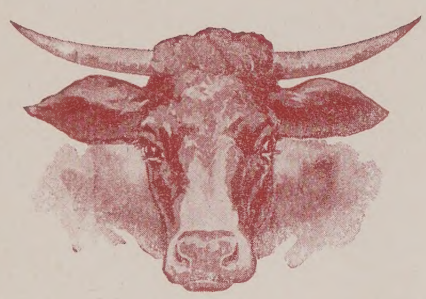
Herewith are a few choice receipts of demonstrated worth whose adoption is sure to afford pleasure.

Deviled Chicken or Turkey Salad

Mix one head of lettuce torn in shreds with one quarter pound can of DEVILED CHICKEN OR TURKEY. Moisten it with a Mayonnaise dressing, or one made as follows: — Cook together one tablespoonful each of flour and butter, add one half cupful of vinegar, stir till it thickens, then set aside. Add one beaten egg or the yolks of two to a cupful of milk, and cook like a soft custard. To this add one teaspoonful each of salt, sugar and mustard, one half teaspoonful of celery salt and a little cayenne. Then mix the custard and the vinegar mixture, beat smooth, strain and cool. When ready to serve, put a portion of the salad on a large lettuce leaf and pour a spoonful of the dressing on top. Garnish with hard boiled eggs and capers, or pickled beet.

Chicken or Turkey Puff or Soufflé

Mix one half a can of DEVILED CHICKEN OR TURKEY with one cupful of white sauce, add the yolks of three eggs and beat thoroughly. Then carefully fold in the stiffly beaten whites of the eggs. Pour into a shallow dish well buttered, and bake for fifteen or twenty minutes, or till puffed. Serve at once.



DEVILED TONGUE

To many people, tongue is either a luxury or a rarity, because of inability to be suited in the meat, unable to cook it satisfactorily or to season it to the taste.

Then again, cooked tongue frequently dries up when exposed to the air, resulting in a loss of flavor and becoming tough and stringy. To all such we offer

Underwood's Deviled Tongue

It completely fills every want. Sandwiches made from UNDERWOOD'S DEVILED TONGUE are vastly better than those made from ordinary cooked tongue, having a peculiar zest and flavor as a result of the ingredients individual only to the Underwood process. It never dries up when exposed to the air, but retains its savor to the last particle, hence it is always economy to buy UNDERWOOD'S DEVILED TONGUE over the cooked meat.

Like its sister products, it is the best in the world.

Only the highest grade of selected beef tongues from stall-fed cattle are used, which are prepared with the same care as to purity and cleanliness of manufacture as the others, and it only requires a trial to be always kept on hand.

The receipts which follow are most toothsome, and only need to be tried to be appreciated.

Deviled Tongue Hash

Mix with DEVILED TONGUE three times its bulk of mashed or chopped potato, season with salt and moisten with soup stock or water. Melt a tablespoonful of butter in a frying-pan, put in the hash and cook slowly and evenly till a brown crust is formed on the bottom. Loosen from the pan with a knife and fold like an omelette. Serve hot.

Deviled Tongue Turnovers

With one cupful of warm mashed potato, seasoned slightly with salt, mix one teaspoonful of butter, one beaten egg, one tablespoonful of milk and one fourth cupful of flour. Roll out on a floured board till one half inch thick, and divide in six portions. In each one wrap up one generous teaspoonful of DEVILED TONGUE, covering it entirely with the potato. Dip in beaten egg and fry like fish balls, or brush over with melted butter and bake fifteen minutes till puffy and brown.

RED DEVIL

TRADE MARK.

CLAMS

Little Necks, Juice, Chowder

What are more delicious, palatable and inviting to the taste than Clams?

Baked, broiled, steamed, fried or raw, they appeal to all lovers of sea food, while the seductive clam cocktail never loses its zest, even to the most jaded stomach.

Clams are recognized as a most appetizing, palatable and nourishing article of food, and to one long accustomed solely to a meat and vegetable diet they furnish a most agreeable change.

Again, all shellfish, particularly clams, are among the most healthful of all man's food; phosphates predominate — brain food literally — supplying that vital necessity to the system that the animal and vegetable world lack — phosphates or brain food.

To the many people of the Great West who have never had the gustatory pleasure of partaking of the succulent clam "on his native heath," the UNDERWOOD

CLAM PRODUCTS will naturally appeal. It is a striking fact and by the way a great tribute to UNDERWOOD'S CLAMS, that residents of eastern seaboard towns, with an abundance of clams (so to speak) at their very doors, use UNDERWOOD'S CANNED CLAMS in preference to the freshly dug bivalves.

By the peculiar and individual UNDERWOOD process all the delicious sea taste of the fresh clam is preserved.

Until the advent of the UNDERWOOD CLAMS, many, from their environment, or living at a distance from the ocean, could not partake of this most toothsome of sea food, owing to the high cost of transportation and ice, necessary to preserve the clam fresh in its shell.

UNDERWOOD'S CLAMS are in a class by themselves. From the very first they have stood at the top, for the reason of QUALITY.

UNDERWOOD'S CLAMS are put up in the largest and most perfectly equipped and practically the only exclusive clam-packing establishment in the world.

The best grade of Selected, Fat, Healthy Clams only are used, cooked under hygienic conditions, with scrupulous cleanliness, by men skilled in the art of cooking clams for critical palates in the East, whose taste in this line rejects everything not up to the highest standard; there is only one position they could occupy, and that is the TOP.

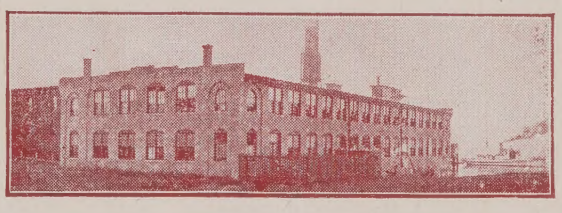
The UNDERWOOD LITTLE-NECKS preserve all the peculiar, piquant flavor and appearance of freshly opened clams, while retaining their natural size.

Season slightly with salt and pepper, let them stand half an hour in the ice chest, or pack in ice and serve

with lemon or horse-radish, and it is difficult to tell them from clams served on the shell.

The UNDERWOOD CLAM CHOWDER is like a breath from the seashore. Ready for use with the addition of heat and milk, or reduced with water if preferred, its handiness is a strong recommendation.

Absolutely pure, made of the best materials money can buy, it can be used as a first course to a dinner or as an appetizing lunch, yet it is nourishing enough for a hearty meal.



The UNDERWOOD CLAM JUICE is even better than the juice from fresh clams, with the advantage of being always ready for instant use.

Clam juice is now recognized as the one thing that the most delicate and sensitive stomach will easily retain and thoroughly assimilate, hence is freely taken and enjoyed by invalid and convalescent as well as by those whose stomachs may be temporarily deranged and refuse to perform their normal functions.

When mixed with equal parts of chicken broth it is one of the best flesh-producing foods.

The Wm. Underwood Co. urgently request you to try these most excellent products, with every confidence that once having done so, UNDERWOOD'S CLAMS will take their place in your cuisine with the other UNDERWOOD dainties, all of which have stood the only sure test, that is, the test of time and popular opinion, to which all things to succeed must submit.

UNDERWOOD'S LOBSTER

Of all the food furnished by the sea, none approach the almost universal consumption of Lobster. Of an indescribably delicious flavor, rich, juicy and eye-pleasing, its delicate rose-colored meat appeals to all. One never tires of it. From the endless variety of ways it can be cooked, lobster is the society dish *par excellence.*

A function without lobster in some form — baked, boiled, broiled, paté, salad, or the far-famed "à la Newburg" — would be a poor function indeed.

Lobster cannot be utilized to palate satisfaction in its native state, hence palatability lies in the cooking. Properly cooked, it is superb and a morsel to be long remembered. Poorly cooked, its native flavor is lost, it is either dry, parched and tasteless, or thick, stringy and flabby. The secret of the UNDERWOOD LOBSTER success is in the UNDERWOOD material first, and equally so in their methods of cooking. Only the Choicest, Selected, Young, Fresh Lobsters, taken at the proper time to insure firmness and grain of meat, are ever used.

The cooking, with expert supervision, under scientifically cleanly conditions, preserves the exquisite UNDERWOOD flavor and makes the finished product packed under the UNDERWOOD name and label in every way the equal in taste, appearance, soundness of meat and general preservative qualities of a freshly cooked lobster.

No other lobster packed will stand the test of comparison with UNDERWOOD'S. Take no other, even if Cheaper. "Cheaper because Inferior."

In UNDERWOOD'S LOBSTER it is Quality, not Price.

UNDERWOOD'S MACKEREL

Of all the eatable fish that inhabit the North Atlantic Ocean, the one that touches the palate with the most satisfaction is the mackerel. Small, active, gamy; the firm, dense, sharply ribbed flesh has a most exquisite flavor peculiar to itself and entirely unlike any other fish.

One who has had the gastronomic delight of tasting a delicious fresh mackerel cooked to a turn and served with smoking hot crisp fried potatoes, "hankers" after a repetition as frequently as possible. To satisfy the demand for this palate-tickling dainty has been the fruitless object of many fish packers,—fruitless because unable to retain in their packing the peculiar mackerel flavor, without which the fish is flat, stale and worthless.

It remained for UNDERWOOD'S MACKEREL to *obtain* and *retain* the position of being the only packing that combines every relishable element of mackerel.

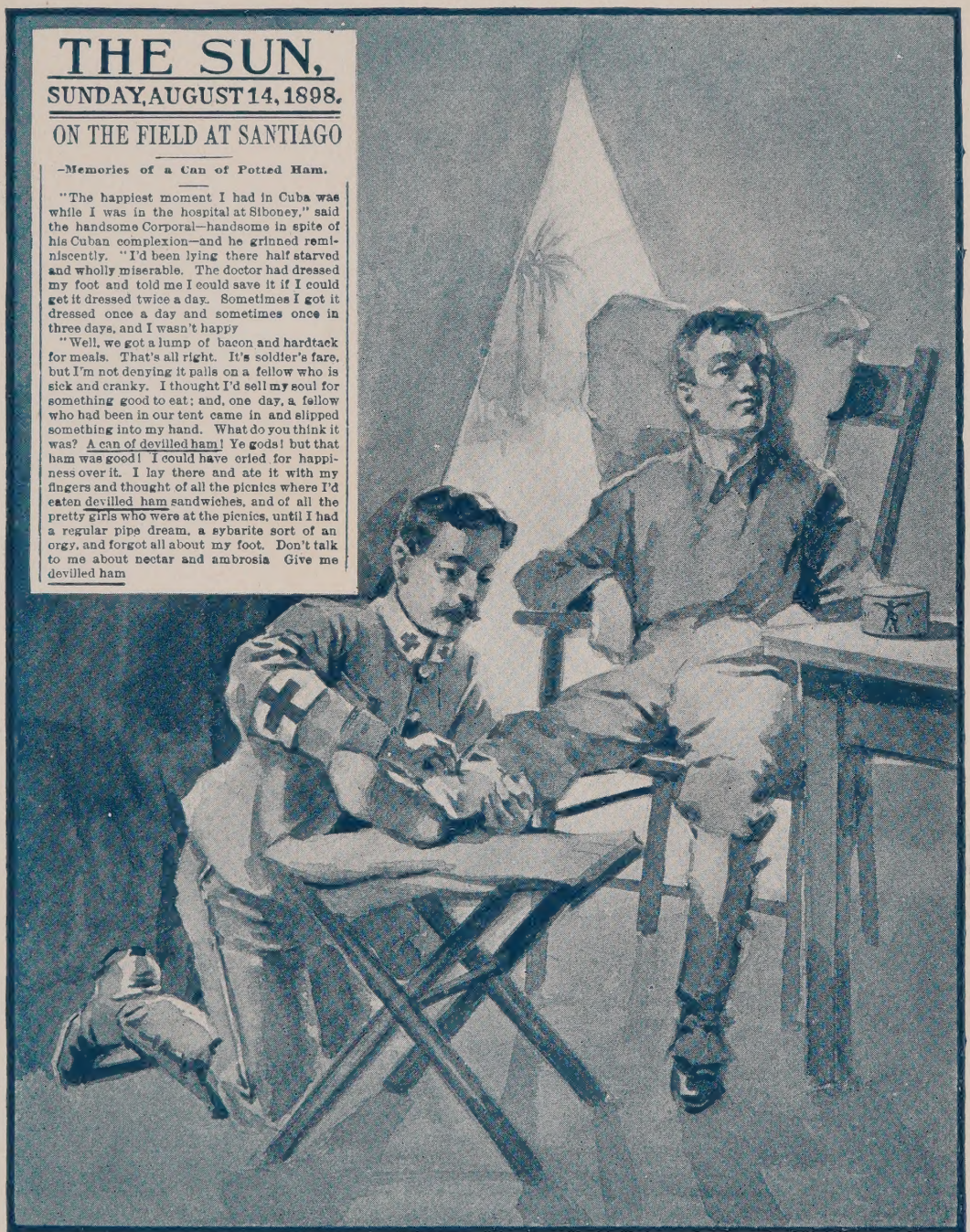
Taken from schools running literally in thousands (the whole sea surface being frequently alive with the shining beauties), it is obvious that an exacting choice as to quality and size best adapted for packing can be made, and as the factories are at the water edge, no time is lost in transition from seine to tin, insuring freshness and sea flavor, most important and necessary features in the packing of mackerel.

By the UNDERWOOD PROCESS mackerel are packed in what is practically their own liquid, retaining every element of the mackerel taste; and thus in purchasing the UNDERWOOD packing you are certain to obtain the once partaken never forgotten taste of the New Englander's pride,—"mackerel." Don't be disappointed by buying any other make. No other make is or can be as good, pure, fresh or palatable. Take only UNDERWOOD'S.

SARDINES. The very name makes one's mouth water and calls up memories of picnics, outings and pleasurable occasions with which this delicious appetite-creating, eye-pleasing, epicurean dainty is always associated. A most delicious morsel encasing in a shining, silvery skin a peculiar, piquant, palate-tickling flavor not possessed by any other article of food; fish, flesh or fowl. Served on bread or biscuit with sliced lemon or lemon juice; grilled on toast; in a salad; as an adjunct to a rarebit; and in a thousand and one ways, the SARDINE has become a household culinary necessity. There are sardines and sardines, but there is only one highest grade and that is UNDERWOOD'S.

They add zest to the appetite. Even the epicure is delighted at the dainty, glistening fish, whose wrinkled and silvery little skins attest to their own delicate purity and to the UNDERWOOD matchless methods and exquisite care.

Prepared by the unapproached UNDERWOOD process, with ceaseless care as to purity of materials and surroundings, packed in the choicest oils and spices, or a delicious golden mustard dressing, this brand gives a variety to suit any choice. Packed in the world's model sardine factory, where the watchwords are "quality, cleanliness and care," using only selected young fish which are inspected, and all not reaching a certain high standard are rejected; again inspection after cleaning, again before frying, and again before packing in the tins, which are put in sterilizers at a temperature of 250 degrees, thus effectually destroying any possibility of unwholesome conditions. The oil in which they are packed is one peculiarly adapted to this brand, and used by it exclusively. Therefore in buying UNDERWOOD'S Sardines you have the best sardines it is possible to make.


THE SUN,
SUNDAY, AUGUST 14, 1898.
ON THE FIELD AT SANTIAGO
–Memories of a Can of Potted Ham.
"The happiest moment I had in Cuba was while I was in the hospital at Siboney," said the handsome Corporal—handsome in spite of his Cuban complexion—and he grinned reminiscently. "I'd been lying there half starved and wholly miserable. The doctor had dressed my foot and told me I could save it if I could get it dressed twice a day. Sometimes I got it dressed once a day and sometimes once in three days, and I wasn't happy
"Well, we got a lump of bacon and hardtack for meals. That's all right. It's soldier's fare, but I'm not denying it palls on a fellow who is sick and cranky. I thought I'd sell my soul for something good to eat; and, one day, a fellow who had been in our tent came in and slipped something into my hand. What do you think it was? A can of devilled ham! Ye gods! but that ham was good! I could have cried for happiness over it. I lay there and ate it with my fingers and thought of all the picnics where I'd eaten devilled ham sandwiches, and of all the pretty girls who were at the picnics, until I had a regular pipe dream, a sybarite sort of an orgy, and forgot all about my foot. Don't talk to me about nectar and ambrosia Give me devilled ham

The United States Government purchased UNDERWOOD'S DEVILED HAM for the Army and Navy as far back as 1856, and has continued ever since, sending large quantities to Cuba and the Philippines during the last campaign. and shipments to these points are continually being made under contract. THE ORIGINAL AND ONLY DEVILED HAM IS UNDERWOOD'S, and the name is copyrighted. The name DEVILED HAM originated with WM. UNDERWOOD & CO., and has been successfully defended against infringements for 40 years.

Prepared by The H. B. Humphrey Co., Advertising, Boston.

UNDERWOOD'S

DEVILED

DEVILED DEVILED

DEVILED

DEVILED

STANDARD

FOR FIFTY YEARS